

**CITY OF EAU CLAIRE  
PLAN COMMISSION MINUTES**

**Meeting of November 19, 2012**

City Hall, Council Chambers

7:00 p.m.

Members Present: Messrs. Kayser, Duax, Hibbard, Larson, Pearson, Mdms. Mitchell and Ebert

Staff Present: Messrs. Tufte, Ivory, Noel, Genskow, Johnathan

The meeting was chaired by Mr. Kayser.

**1. REZONING (Z-1515-12) – R-4 to C-1P – Elks Lodge**

Mr. Tufte presented a request to rezone a parcel from R-4 to C-1P and to adopt the General Development Plan for the existing use on the property at 3411 Stein Boulevard. The site is 1.79 acres. Since the use is nonconforming, the rezoning request is so that the owner can rebuild in the event of a 50% loss or more. The General Development Plan is only for the existing use and building. R-4 Sign Code provisions are recommended to be maintained since the site is in a residential area.

No one spoke in opposition of the proposed rezoning.

Mr. Pearson moved to recommend approval of the rezoning subject to conditions. Mr. Duax seconded and the motion carried.

**2. REZONING (Z-1516-12) – R-1A to R-1, Folsom Street**

Mr. Tufte presented a request to rezone property from R-1A to R-1. The site is 15 acres and located on the north side of Folsom Street and west of 33rd Street. The rezoning is intended for future single-family development, as well as a new lot for the existing single-family home. The mobile home park would remain as a nonconforming use with this rezoning. City water and sewer are extended to the property to service future residential development.

No one spoke in opposition of the proposed rezoning.

Ms. Mitchell moved to recommend approval of the rezoning. Mr. Pearson seconded and the motion carried.

**3. REZONING (Z-1517-12) – C-3P to R-2P, Jeffers Road  
and  
PRELIMINARY PLAT (P-4-12) – Jeffers Road Town Homes**

Mr. Tufte presented a request to rezone property from C-3P to R-2P and to adopt the General Development Plan and the preliminary plat for duplex development. The location is along the southeast corner of Jeffers Road and W. Shorewood Drive. There is a large greenhouse business to the east of the site. The planned development rezoning would be a down-zoning of the property from commercial to residential. The project would utilize a condo plat for private drives, common open space, and storm water improvements. Staff has concern with the extensive use of private drives in this plat.

Mr. Tufte presented the applicant's revised non-condo plat showing a public street connecting Jeffers Road and Shorewood Drive. They are now proposing 27 duplexes, for 54 dwelling units instead of 58 units. The units along the east property line have been moved back to allow more room between the greenhouse business. Mr. Tufte reviewed the remaining conditions as it pertained to the revised preliminary plat. A new condition should be added to revise the project narrative by outlining the changes to the roads, dwellings, setbacks, screening, and lot area coverage.

Applicant, Steve Wiggins of 3560 Sheridan Drive, stated they revised the plat based on staff input. They will install a 6-foot vinyl fence on a berm between the development and the greenhouse to the east. The final site plan(s) will show trees and the appropriate screening. Their intent is to keep the duplexes as rental units, but they may sell them later if the market goes that way.

Larry Reit, 4627 Old Wells Road and owner of the Plant Marketing (the greenhouse to the east), spoke in support of the project. He would like the screening to be a fence to keep trespassers out. He noted his greenhouse operations includes fans and the spraying of chemicals that might cause nuisances. He had questions about containing on-site storm water runoff so that it would not go onto his property.

Mr. Genskow noted the various storm water runoff flows in the area and that outside of extreme 100-year events, runoff is designed to be retained on the development's site and piped out.

Mr. Duax brought up concerns on the noise and chemical spraying from the greenhouse.

Ms. Mitchell moved to recommend approval of the rezoning and revised preliminary plat. A friendly amendment was added to include east and west lot line landscape screening in new condition #8. Ms. Ebert seconded and the motion carried. Mr. Hibbard voted nay.

The commission directed Mr. Wiggins that notice should be given to his future renters about possible nuisances from the greenhouse operations.

#### **4. CONDITIONAL USE PERMIT (CZ-1218) – Public Utility Tower**

Mr. Tufte presented a request to allow a 120' high cell tower at 2210 Mercantile Drive, south of Frank Street. The new grey monopole cell tower will replace a nearby 60' wood tower that was approved in 2004. There is room on the pole for four antenna mounts. The site is surrounded by woods and these trees will help screen the site. A 12' by 26' AT&T utility building is also proposed. The site is not in the airport approach zone, but all pertinent FAA and FCC requirements must be met. The applicant must remove the wood pole within 45 days of completion of the new tower.

Applicant, Ken Franzen with Global Tower Partners, stated they have followed City, County, FAA, and FCC regulations. A lightning rod will be on top of the tower and security fencing around the site will be included. The taller 120' tower needed a site close by to the existing wood tower's communication infrastructure, but also a site with greater setbacks in case of a collapse.

Ms. Mitchell moved to approve the conditional use permit subject to the conditions listed in the staff report. Mr. Pearson seconded and the motion carried.

**5. PUBLIC HOUSING SITE APPROVAL – 615 Churchill Street**

Mr. Johnathan presented an Eau Claire Housing Authority request to approve the site of a single-family dwelling at 615 Churchill Street for the Substantial Rehabilitation Program. This unit will bring the City's total to 6 units in the rental program. The home is in excellent condition and anticipated renovation costs should be low.

Mr. Duax moved to approve the public housing site. Mr. Hibbard seconded and the motion carried.

**6. PUBLIC HOUSING SITE APPROVAL – 1911 Bellevue Avenue**

Mr. Johnathan presented an Eau Claire Housing Authority request to approve the site of a single-family dwelling at 1911 Bellevue Avenue for the Community Development Block Grant Home-ownership Program. This program will help provide a home ownership opportunity for a low-income family, with a portion of their rent going towards the future home purchase. The home is in foreclosure currently. Since 2003, 18 homes have been purchased as part of this program on various scattered sites in the city.

Mr. Hibbard moved to approve the public housing site. Ms. Ebert seconded and the motion carried.

**7. SITE PLAN (SP-1236) – Amend the Sign Plan, 3021 Mall Drive**

Mr. Ivory presented a request to amend the Master Sign Plan for a multi-tenant building at 3021 Mall Drive. Noodle Wrap's request is to install on the south side of the building a combination wall/LED electronic message center sign that is about 56 sq. ft. The overall size is within the Sign Code. The purpose of a master sign plan is to ensure design consistency and compatibility throughout a multi-tenant building/development. Staff has concerns with the precedent this proposal would set. First, introducing an electronic wall sign on this multi-tenant building would be different than which currently exists for wall signage. Second, no wall or pylon electronic message center signs are allowed within the overall South Pointe Shopping Center, which includes this multi-tenant building.

Pang Cher Vue, owner of Noodle Wrap, 3021 Mall Drive Suite #1, stated the building owners, Dean Larson and Festival Foods, supports the installation of the sign. Mr. Vue stated that the electronic message center sign would be helpful to attract customers from the highway.

Greg Mitchel with Wisco Signs spoke in support of the request.

Mr. Hibbard stated an electronic message center sign at this location could be a dangerous distraction to drivers using the elevated Highway 93 exit. Further, a traditional business identification wall sign on the south facade would match existing signage on the multi-tenant building rather than the electronic sign.

Mr. Duax stated the overall shopping center is not allowed to have wall and pylon electronic message center signs, and this proposal could lead to similar requests for these signs, adding to driver distraction and sign compatibility issues.

Mr. Pearson motioned to approve the site plan to amend the master sign plan for the multi-tenant building. Ms. Ebert seconded for purposes of discussion. The motion failed, with only Mr. Pearson voting in favor.

**8. DISCUSSION/DIRECTION**

**A. Health Chapter – Comprehensive Plan**

Mr. Noel presented the health and built environment issues that came forth from the last public chapter meeting on October 18th. He noted other supporting information provided from the Health Department's County Health Needs Assessment Survey results, Eau Claire Achieve's Community Health Assessment and Group Evaluation results, Park Department's 2011 Parks & Recreation's Community Survey Report (Exec. Summary), and Community Development and Health Department staff input. At the next meeting on December 18 the important issues will be looked into for policy consideration, which might take the form of further research, education, partnerships, program, or regulations.

Commissioners discussed the need to focus the chapter's effort on evidence-based policy, as well as community consensus, rather than individual agendas. Overall approach should be balanced with a menu of strategies- not just mere regulation. Emergency preparedness, air quality, landlord licensing, and land use density were topics discussed.

**B. Neighborhood Plan Schedule**

Mr. Tufte listed seven neighborhood and business plans that have been updated/created since 1995. The Planning Division recently initiated the Randall Park Neighborhood Plan. This work should extend into mid-2013. In order to keep plans current, staff will have to meet with each neighborhood association to determine the best time schedule for updates to their plans.

**C. Code Compliance Items**

None.

**D. Future Agenda Items**

None.

**9. MINUTES**

The minutes of the meeting of November 5, 2012, were approved.